

### **Amendments to the Claims**

1. (Cancelled)
2. (Previously Presented) The method according to claim 27, wherein the first item of contact information is received through a website.
3. (Previously Presented) The method according to claim 27, wherein the first item of contact information, the contact quality and the contact classification is received from different sales representatives.
4. (Previously Presented) The method according to claim 3, wherein the first item of information, the contact quality and the contact classification are provided to a sales representative that did not provide any of the first item of information, the contact quality and contact classification information.
5. (Previously Presented) The method according to claim 27, wherein the entity is a business.
6. (Previously Presented) The method according to claim 27, wherein the first item of contact information is associated with a sales representative.
7. (Cancelled)
8. (Cancelled)
9. (Previously Presented) The method according to claim 27, wherein the GUI and printout include a follow up list.
10. (Original) The method according to claim 9, wherein the follow up list is sorted chronologically.

11. (Previously Presented) The method according to claim 27, wherein sales representatives are automatically notified of appointed contacts.

12-22. (Cancelled)

23. (Previously Presented) The method of claim 29, wherein sales representatives are automatically notified of appointed contacts.

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Currently Amended) A method for retaining and using contact information, comprising:

receiving a first item of contact information from one of a plurality of sales representatives via a graphical user interface (“GUI”) displayed on a computer executing a software application;

storing the first item of contact information in at least one searchable database in communication with the computer and associating the first item of contact information with a particular entity;

receiving, via the GUI, and storing information in the at least one searchable database regarding the quality of one or more contacts with the particular entity, the one or more contacts comprising a module for reducing the size of data accessed in the at least one searchable database, the module arranged by at least one of a size and a geographic location, the quality of one or more contacts being indicated by one of a set of specific guidelines required by the software application indicating the value of the contact to the sales representatives, the set of guidelines including at least an indication of whether the contact with the particular entity is for post-sale maintenance and an

indication that a contact furthered future sales opportunities that could lead to additional business;

receiving and storing information in the at least one searchable database, via the GUI, regarding the classification of the same one or more contacts wherein information regarding quality was also received about the particular entity, the class of one or more contacts being indicated from a set of specific customer classes required by the software application including ~~at least a reactive contact, a~~ proactive contact requiring a proactive sales effort ~~and a target contact where customers classified as reactive are those that initiated the contact with the sales representative, where customers classified as proactive are those where a sales representative initiated the contact with the customer and targets which are customers with no known relationship with the company but may be interested in services of the company;~~

receiving proactive contact information, via the GUI, in a plurality of data fields in the at least one searchable database, the proactive contact information comprising customer account information, customer identification information, and quality contact type information, the quality contact type information comprising at least one of customer visit information and customer telephone call information;

tracking edits to the proactive contact information in at least one of the plurality of data fields including indicating when a last edit to the proactive contact information was made;

generating at least one report associated with the proactive contact which is utilized to track sales activities, compare the performance of the one of the plurality of sales representatives with at least one established performance metric, and determine which of a plurality of entities should be contacted and in what order;

determining whether the one or more contacts with the particular entity is classified as do not call, and if so, preventing the one or more contacts from being placed in a list comprising the proactive contact to prevent the one or more contacts from receiving solicitations from the one of a plurality of sales representatives; and

receiving, electronically from a billing system, billing information associated with the particular entity in the at least one searchable database for review by the one of the plurality of sales representatives, wherein the billing information is associated with

previously collected historical information associated with the one or more contacts and the one of the plurality of sales representatives[::]

~~when a sales representative wishes to call on customers of a certain quality or classification, providing a report desired customers based on the associated quality, classification and billing information in the at least one searchable database via the GUI and a printout in a format indicating which particular entities should be contacted and in what order to maximize sales revenues based on the first contact, additional contact, quality and classification information associated with the particular entity.~~

28. (Cancelled)

29. (Cancelled)

30. (Currently Amended) A system for retaining and using customer contact information, comprising:

a menu-driven interface portion displayed on a computer executing a software application and communicating with a plurality of sales representatives and adapted to send and receive information from the plurality of sales representatives; and

at least one database in communication with the menu-driven interface portion, the at least one database comprising memory and information in the memory, including contact information related to a customer and billing information associated with the customer for review by the plurality sales representatives and with previously collected historical information associated with the customer and the plurality of sales representatives,

the software application permitting one of the plurality of sales representatives to store information related to the customer and another of the plurality of sales representatives to retrieve information in a report designed to direct sales force activity based on the contact and billing information,

the software application tracking edits to the contact information in at least one of a plurality of data fields in the at least one database including indicating when a last edit to the contact information was made;

the software application generating at least one report associated with the customer which is utilized to track sales activities, compare the performance of the plurality of sales representatives with at least one established performance metric, and determine which of a plurality of entities should be contacted and in what order,

the information stored in the at least one database being associated with a particular data module representing the quality and a second data module representing classification of customers, wherein the customers are classified by how the contact with the customer has occurred, the classifications including at least reactive, proactive and target, where customers classified as reactive are those that initiated the contact with the sales representative, where customers classified as proactive are those where a sales representative initiated the contact with the customer and targets which are customers with no known relationship with the company but may be interested in services of the company, wherein further the quality of the customer is indicated by one of a set of specific guidelines indicating the value of the contact to the sales representatives including at least: an indication of whether the contact with the particular entity is for post-sale maintenance and an indication of whether the contact with the particular entity is for furthering future sales opportunities that lead to additional business.

31. (Previously Presented) The method of claim 27, further comprising storing information into the at least one database to reflect that a particular entity desires not to be contacted in the future.

32. (Previously Presented) The system of claim 30, wherein information is stored in the at least one database noting whether a particular entity has requested not to be contacted in the future.